## ORDER

Orders Order / Rev: 698745

> 06224569 Alt Order #:

**CROSSROADS GPS** Product Desc:

Estimate: 1005

09/25/12 - 10/01/12 Flight Dates:

07/10/12 / 08/20/12 Original Date / Rev:

Order Type: Political WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Mentzer Media Services/ POL Name: Agency

**Buying Contact:** 

John Flynn

Billing Contact:

600 Fairmount Ave. Suite 306

Towson, MD 21286

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission:

15%

00:15:00

**Crossroads GPS** Advertiser Name:

> Demographic: A25-54

**Product Codes:** IS-Candidate/Presidential,IS-Candidate/

Priority: P-5

Revenue Codes: AGY, GEN, POL New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/30/12	62	\$75,400.00	\$64,090.00		
10/01/12	10/01/12	14	\$12.325.00	\$10.476.25		

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	62	\$75,400.00	\$64,090.00	0.00
October 2012	14	\$12,325.00	\$10,476.25	0.00
Totals	76	\$87,725.00	\$74,566.25	0.00

## **Account Executives**

Account Executive	/e Sales Office Sales Region		Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	19%	\$87,725.00
Market	100%	\$461,710.53

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,617.11
WEWS	25%	\$115,427.63
WJW	16%	\$73,873.68
WOIO	14%	\$64,639.47
WUAB	25%	\$115,427.63

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	09/25/12	09/28/12	M-F 6-7a	CM	6a-7a	- TWTF	:30	4	\$700.00 P-5	0.00 NM	4	\$2,800.00
			Channel 3 News	Today @ 6AM	I							
1 X PER	R DAY											
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2	24/12	09/30/12	- TWTF	4	\$700.00	0.00						
E 2 WKYC	09/25/12	09/28/12	M-F 7-9a Today	CM	7a-9a	- TWTF	:30	8	\$600.00 P-5	0.00 NM	8	\$4,800.00
			Today Show									
2 X PER	R DAY											
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/2	24/12	09/30/12	- TWTF	8	\$600.00	0.00						
E 3 WKYC	09/25/12	09/28/12	M-F 9-10a Today	II CM	9a-10a	- TWTF	:30	4	\$350.00 P-5	0.00 NM	4	\$1,400.00
			Today Show II									

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WKYC

Order / Rev: 698745

Advertiser:

Crossroads GPS

Alt Order #: 06224569

CROSSROADS GPS Product Desc:

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1005

Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
1 X PER DAY <u>Start Date</u> Week: 09/24/12  09/30/12	Weekdays - TWTF	Spots/Week 4	<u>Rate</u> \$350.00	Rating 0.00					
E 4 WKYC 09/25/12 09/28/12		СМ	5p-6p	- TWFF	:30	8 \$525.00 P-5	0.00 NM	8	\$4,200.00
2 X PER DAY  Start Date End Date		Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 E 5 WKYC 09/25/12 09/28/12	- TWTF	8 CM	\$525.00 6p-630p	0.00 - TWTF	:30	4 \$1,400.00 P-5	0.00 NM	4	\$5,600.00
1 X PER DAY	Channel 3 News		ор озор	- 1W11	.00	Ψ ψ1, <del>4</del> 00.001 σ	0.00 14141	7	ψ0,000.00
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 <u>End Date</u>	Weekdays - TWTF	Spots/Week 4	Rate \$1,400.00	Rating 0.00					
E 6 WKYC 09/25/12 09/28/12		CM	M-Su 6:28p-7		:30	4 \$2,400.00 P-5	0.00 NM	4	\$9,600.00
1 X PER DAY	Nightly News								
Start Date End Date		Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 E 7 WKYC 09/25/12 09/28/12	- TWTF	CM	\$2,400.00 7-730p	0.00 - TWTF	:30	4 \$950.00 P-5	0.00 NM	4	\$3,800.00
E / WKTC 09/23/12 09/26/12	Channel 3 News		7-730p	- 1W1F	.30	4 \$950.00 P-5	U.UU INIVI	4	<b>ф3,000.00</b>
1 X PER DAY	Maakdaya	Cnoto/Mools	Doto	Dating					
Start Date End Date Week: 09/24/12 09/30/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$950.00	Rating 0.00					
E 8 WKYC 09/25/12 09/28/12		CM	730-8p	- TWTF	:30	4 \$850.00 P-5	0.00 NM	4	\$3,400.00
1 X PER DAY	Entertainment To	onight							
Start Date End Date		Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 E 9 WKYC 09/25/12 09/28/12	- TWTF 2 Tonight Show	CM	\$850.00 1135p-1237a	0.00 - TWTF	:30	4 \$575.00 P-5	0.00 NM	4	\$2,300.00
	Tonight Show	Civi	1135p-12376	- 1WII	.50	4 \$575.001-5	0.00 14101	-	Ψ2,300.00
1 X PER DAY Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	- TWTF	4	\$575.00	0.00					
E 10 WKYC 09/25/12 09/29/12	, ,	CM	11P-1135P	- TWTFS-	:30	5 \$1,800.00 P-5	0.00 NM	5	\$9,000.00
1 X PER DAY	Late News (M-S	٦)							
Start Date End Date		Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 Spot Ch Date Range	- TWTFS- Description		\$1,800.00 t/End Time	0.00 V	Veekdays I	Length Rate	Rtg Type		
5 NKYC 09/24/12-09/30/12			1135P	_	TWThFSa	:30 <del>(\$1,800.00)</del>			
See MG 10.6 [Prgm Change]									
6 NKYC 09/27/12-09/27/12	Post NFL News	Vario	ous	-	Th	:30 \$1,800.00	0.00 NM		
MG for 10.5 09/27									
E 11 WKYC 09/27/12 09/27/12	Thu Prime C Thu Prime C	СМ	10-11p	T	:30	1 \$2,200.00 P-5	0.00 NM	1	\$2,200.00
Start Date	<u>Weekdays</u> T	Spots/Week	Rate \$2,200.00	Rating 0.00					
	<u>Description</u>		E/End Time		Veekdays I	Length Rate	Rtg Type		
1 NKYC 09/27/12-09/27/12 See MG 11.2	Thu Prime C	10-1	1p	-	Th	:30 <del>(\$2,200.00)</del>	0.00 <i>NM</i>		
[Prgm Change]									
2 NKYC 09/27/12-09/27/12	Browns Pre-Game	Brov	vns Pre-Game	-	Th	:30 \$2,200.00	0.00 NM		
MG for 11.1 09/27	) SAT TDV	CM	7a-9a	S-	:30	2	0.00 NIM	2	¢2 000 00
E 12 WKYC 09/29/12 09/29/12	NBC Today Sho		ra- <del>9</del> a	5-	:30	2 \$550.00 P-5	0.00 NM	2	\$2,000.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	5-	2	\$550.00	0.00				1	

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Order / Rev: 698745

Advertiser:

06224569 CROSSROADS GPS Alt Order #: Product Desc: WKYC

Crossroads GPS

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1005

Ln Ch Start End	Inventory Code	Break	Start/End	Time Da	ays	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E12 WKYC 09/29/12 09/29/12		CM	7a-9a		S-	:30	2	\$550.00 P-5	0.00 NM	2	\$2,000.00
	NBC Today Show										
Start Date End Date	Weekdays S-	Spots/Week	Rate	Rating							
Week: 09/24/12 09/30/12 Spot Ch Date Range D	Description	2 Start	\$550.00 t/End Time	0.00	We	ekdays	Len	ath Rate	Rtg Type		
1 NKYC 09/24/12-09/30/12 S		7a-9				Sa			0.00 NM		
See MG 12.3,12.4											
[Programming change						G		00 (0550 00)	0.00 1/14		
2 NKYC 09/24/12-09/30/12 S See MG 12.3,12.4	SALIDY	7a-9	а			Sa		:30 <del>(\$550.00)</del>	0.00 NM		
[Programming change	Kids airingl										
3 NKYC 09/29/12-09/29/12 0		7A-6	SPM			Sa	- :	:30 \$1,000.00	0.00 NM		
MG for 16.1,14.2,12.1,1	2.2										
4 NKYC 09/30/12-09/30/12 0	Solf Ryder Cup	7A-6	SPM .			Sı	u :	:30 \$1,000.00	0.00 NM		
MG for 16.1,14.2,12.1,1	2.2										
E13 WKYC 09/29/12 09/30/12	SS 9-1030a	CM	9a-1030a S	Sa/Su	SS	:30	4	\$600.00 P-5	0.00 NM	4	\$2,400.00
	Channel 3 News 9	9am Sa/Su									
2 X PER DAY Start Date End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/24/12 09/30/12	SS	4	\$600.00	0.00							
E 14 WKYC 09/29/12 09/30/12	EN (Sa-Su)	CM	6P-7P Sa/S		SS	:30	2	\$600.00 P-5	0.00 NM	1	\$600.00
	Early News (Sa-S	u)	(6:00 PM-6	:30 PM)							
1 X PER DAY											
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 <u>09/30/12</u>	<u>Weekdays</u> SS	Spots/Week 2	Rate	Rating							
	Description	_	\$600.00 t/End Time	0.00	We	ekdays	Len	ath Rate	Rtg Type		
2 NKYC 09/24/12-09/30/12 E				(6:00 PM-6	_			:30 (\$600.00)			
See MG 12.3,12.4											
[Prgm Change] no 6p no	ews										
E 15 WKYC 09/30/12 09/30/12		CM	8a-9a		S	:30	2	\$650.00 P-5	0.00 NM	2	\$1,300.00
Otani Data - Fad Data	NBC Today Show	` '	Data	Detie							
Start Date	<u>Weekdays</u> S	Spots/Week 2	Rate \$650.00	Rating 0.00							
E 16 WKYC 09/30/12 09/30/12		CM	12-1230p /		S	:30	1	\$300.00 P-5	0.00 NM	0	\$0.00
	Channel 3 News		,					***************************************			*****
Start Date End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/24/12 09/30/12	S	1	\$300.00	0.00					D		
Spot Ch Date Range E 1 NKYC 09/24/12-09/30/12 S	Description Su 12-1230n		t/End Time 230p /Su			<u>ekdays</u> Sı	<u>Len</u>		Rtg Type 0.00 NM		
See MG 12.3,12.4	su 12-1250p	12-1	230p /3u			50	u .	.30 <del>(\$300.00)</del>	0.00 / 1/1//		
[Prgm Change] ryder cu	ıp										
E 17 WKYC 09/30/12 09/30/12	•		Various		S	:30	2	\$4,000.00 P-5	0.00 NM	2	\$8,000.00
	Football Night In A										
Start Date End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating							
Week: 09/24/12 09/30/12 E18 WKYC 09/30/12 09/30/12			\$4,000.00 NFL Footba	0.00	S	:30	1 C	12 000 00 B 5	0.00 NM	4	\$12,000.00
E 18 WKYC 09/30/12 09/30/12	NFL Regular Seas	SON FOUN	(8:30 PM-1		3	.30	ıφ	12,000.00 P-5	U.UU INIVI	1	\$12,000.00
Start Date End Date		Spots/Week	Rate	Rating							
Week: 09/24/12 09/30/12	S		\$12,000.00	0.00							
E 19 WKYC 10/01/12 10/01/12	M-F 6-7a	CM	6a-7a	M		:30	2	\$700.00 P-5	0.00 NM	2	\$1,400.00
	Channel 3 News	Today @ 6AM	1								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/01/12 10/07/12	M	2	\$700.00	0.00		.20		\$600.00 D.E	0.00 NIM	_	¢4 200 00
E 20 WKYC 10/01/12 10/01/12	M-F 7-9a Today Today Show	СМ	7a-9a	IVI		:30	2	\$600.00 P-5	0.00 NM	2	\$1,200.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/01/12 10/07/12	M	2	\$600.00	0.00							
E 21 WKYC 10/01/12 10/01/12	M-F 9-10a Today	II CM	9a-10a	М		:30	2	\$350.00 P-5	0.00 NM	2	\$700.00
	Today Show II										
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							

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WKYC

Totals

76

\$87,725.00

Order / Rev: 698745

Advertiser: Crossroads GPS

Alt Order #: 06224569

CROSSROADS GPS Product Desc:

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1005

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 21 WKYC 10/01/12 10/01/12	M-F 9-10a Today II CM Today Show II	9a-10a	M	:30	2 \$350.00 P-5	0.00 NM	2	\$700.00
Start Date         End Date           Week: 10/01/12         10/07/12	Weekdays Spots/Week		Rating 0.00					
E22 WKYC 10/01/12 10/01/12	M-F 5-6p CM Dr. Phil	5p-6p	M	:30	2 \$525.00 P-5	0.00 NM	2	\$1,050.00
Start Date         End Date           Week: 10/01/12         10/07/12	Weekdays Spots/Week		Rating 0.00					
E23 WKYC 10/01/12 10/01/12	M-F 6-630p CM Channel 3 News at 6p	6p-630p	M	:30	1 \$1,400.00 P-5	0.00 NM	1	\$1,400.00
Start Date         End Date           Week: 10/01/12         10/07/12	Weekdays Spots/Week		Rating 0.00					
E24 WKYC 10/01/12 10/01/12	Nightly News CM Nightly News	M-Su 6:28p-	7p M	:30	1 \$2,400.00 P-5	0.00 NM	1	\$2,400.00
Start Date         End Date           Week: 10/01/12         10/07/12	Weekdays Spots/Week		Rating 0.00					
E 25 WKYC 10/01/12 10/01/12	M-F 7-730p CM Channel 3 News at 7P	7-730p	M	:30	1 \$950.00 P-5	0.00 NM	1	\$950.00
Start Date         End Date           Week: 10/01/12         10/07/12	Weekdays Spots/Week	Rate \$950.00	Rating 0.00					
E26 WKYC 10/01/12 10/01/12	M-F 730-8p CM Entertainment Tonight	730-8p	M	:30	1 \$850.00 P-5	0.00 NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 <u>10/07/12</u>	Weekdays Spots/Week	Rate \$850.00	Rating 0.00					
E27 WKYC 10/01/12 10/01/12	Tonight Show CM Tonight Show	1135p-1237	a M	:30	1 \$575.00 P-5	0.00 NM	1	\$575.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 <u>10/07/12</u>	Weekdays Spots/Week	Rate \$575.00	Rating 0.00					
E 28 WKYC 10/01/12 10/01/12	( /	11P-1135P	M	:30	1 \$1,800.00 P-5	0.00 NM	1	\$1,800.00
	Late News (M-Su)	_						
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays M 1	Rate \$1,800.00	Rating 0.00					